

ABSTRACT

A system for sending cards and/or gifts to one or more entity using a computer network is provided. The system can include a computer network with at least one client computer and at least one server connected to the network. The at least one client computer can have a user interface with which a user can input an entity-centric event date. The server can receive a signal from said client computer based on the user input of the event date. The server includes a time-from-event module that determines a non-yearly event date after said event date. The client computer displays the non-yearly event date and provides means for a user to purchase cards or gifts for an entity. In most preferred embodiments, the non-yearly event date is a month-from-birth date of the individual. In some preferred embodiments, the electronic cards include combined advertisements contained within the display regions of the electronic cards.